Two things seem significant from this Report:

1- the idea of appealing to "minority groups". This certainly is a well established "part of life" in a great number of sales areas. I am somewhat surprised that these people seem to think it a new approach - agw - EUM

2. Most of the answers to the questions can be traced directly to the advertising that characterises the cigarettes in question. It would almost appear that a new descriptive term is needed not a new cigarette. cgw. EUM

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Source: https://www.industrydocuments.ucsf.edu/docs/ksgk0000